CLAIMS

What is claimed is:

1.   A system comprising:

        a display; and

        a receiver to receive a broadcast and an interactive channel bug, the interactive channel bug to facilitate interactivity, and to provide the broadcast and the interactive channel bug to the display.

2.   The system of claim 1, wherein the interactive channel bug is a graphical object.

3.   The system of claim 2, wherein the graphical object includes an interactive broadcast channel branding logo.

4.   The system of claim 1, wherein the receiver selectively causes the interactive channel bug to appear or morph.

5.   The system of claim 1, wherein the interactive channel bug is a launching point for interactive services.

6.   The system of claim 1, wherein the interactive channel bug launches a functionality determined by a broadcaster or network operator, the functionality capable of changing over time.

7.   The system of claim 1, wherein the form of the interactive channel bug is to change to indicate the availability of new interactive services.

8.   The system of claim 7, wherein a changed form of the interactive channel bug indicates the availability of interactive services associated with the broadcast.

9.   The system of claim 7, wherein a changed form of the interactive channel bug indicates the availability of interactive services associated with a purchase of products or services.

10.   A method for a display system comprising:

receiving a broadcast and an interactive channel bug or interactive channel bug trigger, or interactive channel bug trigger, the interactive channel bug to facilitate interactivity; and

providing the broadcast and interactive channel bug to the display system.

11.   The method of claim 10, wherein the providing of the broadcast and interactive channel bug includes providing the interactive channel bug as a graphical object.

12.   The method of claim 11, wherein the graphical object includes an interactive broadcast channel branding logo.

13.   The method of claim 10, further comprising selectively causing the interactive channel bug to appear.

14.   The method of claim 10, further comprising launching a functionality determined by a broadcaster, the functionality capable of changing over time.

15   The method of claim 10, further comprising indicating an availability of new interactive services by changing a form of the interactive channel bug.

16.   The method of claim 15, further comprising indicating an availability of interactive services associated with the broadcast by the changed form of the interactive channel bug.

17.   The method of claim 15, further comprising indicating an availability of interactive services associated with a purchase of products or services by the changed form of the interactive channel bug.

18.   A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

receiving a broadcast and an interactive channel bug or interactive channel bug trigger, the interactive channel bug or trigger to facilitate interactivity; and

15

providing the broadcast and interactive channel bug to the display system.

19.   The machine-readable medium of claim 18, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising::
        providing the interactive channel bug as a graphical object.

20.   The machine-readable medium of claim 19, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising::
        providing the graphical object as an interactive broadcast channel branding logo.

21.   The machine-readable medium of claim 17, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising::
        selectively causing the interactive channel bug to appear.

22.   The machine-readable medium of claim 17, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising::
        launching a functionality determined by a broadcast, the functionality capable of changing over time.

23.   The machine-readable medium of claim 17, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising::
        indicating an availability of new interactive services by changing a form of the interactive channel bug.

24.   The machine-readable medium of claim 23, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising::
        indicating an availability of interactive services associated with the broadcast by the changed form of the interactive channel bug.

25.   The machine-readable medium of claim 23, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising::
        indicating an availability of interactive services associated with a purchase of

16

products or services by the changed form of the interactive channel bug.

26.   A method for providing interactive content comprising:
        capturing and analyzing a video stream to locate a broadcast bug;
        determining a position of the standard non-interactive broadcast bug;
        aligning an interactive bug over the broadcast bug; and
        displaying the interactive bug over the broadcast bug within the video stream.

27.   The method of claim 26, further comprising:
        interacting with content using the interactive bug.

28.   The method of claim 26, wherein the content is enhanced, interactive television
        (TV) content.

17